

June 6, 2019

The Honorable Jan Vapaavuori
Mayor of Helsinki
City of Helsinki
Pohjoisesplanadi 11-13
P.O.Box 1
00099 City of Helsinki
Finland

Dear Mayor Vapaavuori:

As the former mayor of New York City, I know from experience that cities prosper when local leaders help their citizens live healthier, safer lives. That is the reason I am inviting you to join the Partnership for Healthy Cities, a global network of cities committed to saving lives by preventing noncommunicable diseases (NCDs) and injuries.

Last year, the World Health Organization (WHO) reappointed me as its Global Ambassador for NCDs and Injuries. My motivation for continuing in this role is simple. NCDs (including cancer, cardiovascular diseases, diabetes, and chronic respiratory diseases) and injuries together account for over 80 percent of deaths worldwide. In low- and middle-income countries, NCDs account for 67 percent of deaths, but receive only 2 percent of global development assistance for health. By concentrating our resources on proven solutions in places where we can have the greatest impact, we can save millions of lives.

The Partnership for Healthy Cities aims to do exactly that. Active in over 50 cities now, the Partnership helps mayors implement proven policies and become outspoken champions for public health. Supported by Bloomberg Philanthropies, in partnership with WHO and Vital Strategies, participating cities receive technical assistance, communications and public relations support, and a seed grant to help achieve their policy objectives by the end of 2020.

If you are interested in joining the Partnership for Healthy Cities, please sign and return the enclosed letter of intent (within two weeks of receiving it) to Bloomberg Philanthropies' Kelly Larson at KellyL@bloomberg.org. Kelly can also be reached at +1 (212) 205-0130, if you would like additional information.

Thank you for your consideration.

Sincerely,



Michael R. Bloomberg

MRB:jr

25 East 78th Street, New York, NY 10075

Partnership for Healthy Cities

Letter of Intent

6 June 2019

It is with pleasure that I convey my interest in Helsinki, Finland joining the Partnership for Healthy Cities, a prestigious global network of cities committed to saving lives by preventing noncommunicable diseases (NCDs) and injuries. By implementing a high-impact policy intervention from among the options presented, our city will reduce the number of premature deaths caused by these conditions and their risk factors.

Between now and the end of 2020, Helsinki will be an active participant in the Partnership for Healthy Cities, taking all steps to ensure that our specific policy objective is ambitious, an implementation plan is developed and fully delivered and successes are communicated. As mayor, I agree to serve as a public champion for the initiative and for the issue.

Going forward, the following person will act as the designated technical lead for this network on my behalf, leading technical discussions with Vital Strategies to confirm our participation, designing the implementation plan for our Partnership intervention and supporting the intervention through to completion:

Name of Technical Lead

Title

Telephone Number

Email Address

The following person will act as the main liaison for communications and media related to this initiative:

Name of Communications Officer

Title

Telephone Number

Email Address

Yours,

Mayor Jan Vapaavuori
Helsinki

Kindly sign and return this letter to Ms. Ariella Rojhani at arohjani@vitalstrategies.org.

Partnership for Healthy Cities



The Partnership for Healthy Cities is a prestigious global network of cities committed to saving lives by preventing noncommunicable diseases (NCDs) and injuries.

With a majority of the world's population now living in urban settings, cities are uniquely positioned to transform the fight against NCDs and injuries by implementing population-level policy interventions proven to significantly reduce exposure to risk factors.

The Partnership for Healthy Cities, now in its second phase, engages cities across the globe and provides technical assistance, as needed; a seed grant to support activities; and communication support to bring visibility to the cities' work on NCD and injury prevention. The Partnership is supported by Bloomberg Philanthropies, with the World Health Organization and Vital Strategies as implementing partners.

**80% of all
deaths worldwide**

are attributed to noncommunicable diseases (NCDs)—such as cardiovascular disease, cancer, diabetes and chronic respiratory disease—and injuries.

ABOUT THE PARTNERSHIP FOR HEALTHY CITIES

The Partnership is led by Michael R. Bloomberg, founder of Bloomberg L.P. and Bloomberg Philanthropies, World Health Organization Global Ambassador for Noncommunicable Diseases and Injuries and 108th mayor of New York City.

“The actions these mayors take can prevent millions of needless deaths and protect the health of generations to come, while at the same time making their cities stronger and more prosperous.”

— MICHAEL R. BLOOMBERG

2019 – 2020 Policy Interventions

Each city receives support to implement one of 14 proven interventions to prevent noncommunicable diseases and injuries.

NCD/Injury Category	Intervention
Tobacco control	1. Create a smoke-free city
	2. Ban tobacco advertising
	3. Raise tobacco taxes or levies/fees
Food policy	4. Tax sugary drinks
	5. Set nutrition standards for foods served and sold in public institutions
	6. Regulate food and drink marketing
	7. Create healthier restaurant environments
Road safety	8. Reduce speeding
	9. Increase motorcycle helmet use
	10. Reduce drink driving
	11. Increase seat-belt use
Safe and active mobility	12. Promote active mobility
Overdose prevention	13. Prevent opioid-associated overdose deaths
Surveillance	14. Enhance public health data and monitoring systems

CITY ACHIEVEMENTS

Buenos Aires, Argentina set up alcohol checkpoints throughout the city, including 35 during one busy holiday weekend.

Cape Town, South Africa produced a dramatic billboard campaign on the NCD risks of sugary drinks and removed such beverages from City Centre vending machines.

San Francisco, United States networked with six large health system partners to improve NCD surveillance neighborhood by neighborhood.

Bandung, Indonesia conducted hundreds of smoke-free inspections of public places, with compliance increasing from 3% to 17.5% in just two months.

Guadalajara, Mexico installed 280 bike racks at 60 locations around the city as part of a campaign to encourage cycling not just for leisure but commuting and shopping.

Our Global Network of Cities



For more information, visit partnershipforhealthycities.bloomberg.org
or contact cities4health@vitalstrategies.org

Policy Intervention List

PHASE II: 2019-2020

NCD/Injury Category	Interventions (select one)	Activities
Tobacco control	1. Create a smoke-free city	Introduce, pass and enforce legislation and regulations to make all indoor public places, workplaces and public transport 100% smoke-free
	2. Ban tobacco advertising	Introduce, pass and enforce legislation and regulations establishing comprehensive bans on tobacco advertising, promotion and sponsorship, including a ban on display at the point-of-sale
	3. Raise tobacco taxes or levies/fees	<ul style="list-style-type: none"> • Increase excise taxes and prices on tobacco products; or • Increase subnational tobacco tax revenue
Food policy	4. Tax sugary drinks	Adopt, implement and enforce effective taxation of sugary beverages
	5. Set nutrition standards for foods served and sold in public institutions	Adopt, implement and enforce nutrition standards in public settings (e.g. schools, hospitals, childcare sites)
	6. Regulate food and drink marketing	Adopt, implement and enforce restrictions on marketing sugary drinks and/or unhealthy foods
	7. Create healthier restaurant environments	Adopt, implement and enforce foodservice policies (e.g. calorie labelling, sodium labelling, trans fat ban)
Road safety	8. Reduce speeding	<ul style="list-style-type: none"> • Enhance and/or enforce speed limits; or • Implement road designs that reduce speed and protect pedestrians
	9. Increase motorcycle helmet use	Enhance and/or enforce laws mandating compulsory use of helmets while riding two-wheelers
	10. Reduce drink driving	Enhance and/or enforce drink-driving traffic laws
	11. Increase seat-belt use	Enhance and/or enforce laws mandating compulsory seat-belt use
Safe and active mobility	12. Promote active mobility	<ul style="list-style-type: none"> • Increase cycling via bike share programs and/or street design; or • Implement Safe Routes to Schools
Overdose prevention	13. Prevent opioid-associated overdose deaths	<ul style="list-style-type: none"> • Establish a naloxone distribution program; or • Establish community-based harm reduction services (e.g., syringe exchange, drop-in center)
Surveillance	14. Enhance public health data and monitoring systems	<ul style="list-style-type: none"> • Conduct a population-based survey of risk factors for NCDs/injuries; or • Conduct targeted air monitoring to identify important emissions sources and their impact on ambient air quality and health